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RETAILERS STATEWIDE SIGNING UP TO GET IN THE GAME

RALEIGH – Over 2,300 retailers want to be a part of North Carolina history by being the first to sell North Carolina Education Lottery (NCEL) tickets. With the Feb. 3 deadline fast approaching for retailers wanting to sell tickets on the launch day, retailers already are sending in applications by the hundreds on a daily basis.

"The phones are humming with retailers asking questions about getting their applications filled out and mailed in and we are seeing a rapid increase in the number of applications received," said Tom Shaheen, executive director. "Many of the retailers are not only excited about being a part of generating funds for education, but also the idea of providing a service to regular customers and seeing increased customer traffic."

Shaheen added that several of the chain grocery stores and convenience stores have made verbal commitments and are working with sales staff to get the multiple store applications processed. There also are many community general stores, specialty stores and pharmacies also wanting to ensure they are not left out of the games.

Retailers wanting to be able to sell tickets on the launch day must have applications in to the NCEL office no later than Feb. 3. However, the NCEL will accept applications at any point after that for interested retailers. The goal is to have more than 5,000 retail sites signed up and approved by the projected April 5 launch day.

Proceeds from ticket sales will go to the state for education to be used to help reduce class size, fund school construction and provide college scholarships to need-based individuals.

To download a retailer application packet or get additional information about the N.C. Education Lottery, visit its Web site at www.lottery.nc.gov, or call 919/715-6886 (71-LOTTO).

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